

**Daniel Halden <daniel.halden@lacity.org>**

FW: Dolores del Rio Mural

1 message

Matthew Severson <Matthew@hollywoodbid.org>
To: "Daniel.Halden@lacity.org" <daniel.halden@lacity.org>

Wed, Apr 13, 2016 at 9:51 AM

MATTHEW SEVERSON*Operations Coordinator*

[Hollywood Property Owners Alliance]
6562 Hollywood Boulevard | Los Angeles, CA 90028
[323.463.6767](tel:323.463.6767) | matthew@hollywoodbid.org | onlyinhollywood.org

Please note our new address and phone number.

From: Matthew Severson
Sent: Thursday, March 17, 2016 11:36 AM
To: Ricardo Salinas
Subject: RE: Dolores del Rio Mural

Hi Ricardo,

Great chatting with you as well! I just reached out to the Arts Council and it turns out that they've already been in touch with SPARC. SPARC provided them with the attached estimate to 1) restore the mural 2) apply anti-graffiti coating to protect it from future vandals.

Is this something the property owner is willing to pay for?

Best regards,

MATTHEW SEVERSON*Operations Coordinator*

[Hollywood Property Owners Alliance]

6562 Hollywood Boulevard | Los Angeles, CA 90028

323.463.6767 | matthew@hollywoodbid.org | onlyinhollywood.org**Please note our new address and phone number.**

From: Ricardo Salinas [mailto:
Sent: Thursday, March 17, 2016 11:14 AM
To: Matthew Severson <Matthew@hollywoodbid.org>
Subject: Dolores del Rio Mural

Hi Matt,

Very nice talking to you over the phone a few minutes ago,
as per our conversation, here is the web page for the organization i mentioned. sparcinla.org
Thanks for helping having this beautiful mural restored.

Best Regards,

Ricardo Salinas

Suaya Properties

6541 Hollywood Blvd. Suite 111

Los Angeles, Ca. 90028

p : [323.468.0200](tel:323.468.0200)

f : [323.874.2574](tel:323.874.2574)



[RichSarianSparcServiceQuote.pdf](#)

124K

Daniel Halden <daniel.halden@lacity.org>

Dolores Del Rio

Dan Halden <daniel.halden@lacity.org>

Thu, Mar 3, 2016 at 5:01 PM

To: Nyla Arslanian <nyla@discoverhollywood.com>Cc: Felicia Filer <felicia.filer@lacity.org>, Danielle Brazell <danielle.brazell@lacity.org>, Kerry Morrison <kerry@hollywoodbid.org>, Christine Peters <christine.peters@lacity.org>

Hi Nyla,

Sorry, I'm a bit confused. Where is the first mural (Alfredo's)? Is that the image you've attached?



Dan Halden
Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
1722 Sunset Boulevard, Los Angeles, CA 90026
(213) 207-3015 | www.cd13.com

Find the Councilmember on:

[Quoted text hidden]

**Daniel Halden <daniel.halden@lacity.org>**

Dolores Del Rio

Kerry Morrison <Kerry@hollywoodbid.org>

Thu, Mar 3, 2016 at 9:38 PM

To: Dan Halden <daniel.halden@lacity.org>, Nyla Arslanian <nyla@discoverhollywood.com>**Cc: Felicia Filer <felicia.filer@lacity.org>, Danielle Brazell <danielle.brazell@lacity.org>, Christine Peters <christine.peters@lacity.org>**

Nyla, does Dept. of Cultural Affairs still have a commitment to preserving the city's murals? Can we seek funding for the recoating/protection of these murals? Was this under the purview of the Hollywood Arts Council at one time?

Thank you for your historical perspective.

Kerry

From: Dan Halden [mailto:daniel.halden@lacity.org]**Sent:** Thursday, March 03, 2016 5:01 PM**To:** Nyla Arslanian <nyla@discoverhollywood.com>**Cc:** Felicia Filer <felicia.filer@lacity.org>; Danielle Brazell <danielle.brazell@lacity.org>; Kerry Morrison <Kerry@hollywoodbid.org>; Christine Peters <christine.peters@lacity.org>**Subject:** Re: Dolores Del Rio

Hi Nyla,

[Quoted text hidden]

[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

Dolores Del Rio

Dan Halden <daniel.halden@lacity.org>
To: Nyla Arslanian <nyla@discoverhollywood.com>
Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Felicia Filer <felicia.filer@lacity.org>, Danielle Brazell <danielle.brazell@lacity.org>, Christine Peters <christine.peters@lacity.org>

Sat, Mar 5, 2016 at 5:50 PM

Hi all,

Nyla - just to make sure I'm clear on the issue(s) here; please advise:

- #1. The Dolores Del Rio mural at Hollywood/Hudson needs to be restored AND re-coated. Is there a cost estimate that you are aware of?
- #2. The You Are The Star mural at Hollywood/Wilcox does not (yet) need to be restored but the request is to test the anti-graffiti coating. Is that correct?

Thanks!



Dan Halden
Hollywood Field Deputy
Office of Councilmember Mitch O'Farrell
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Find the Councilmember on:

[Quoted text hidden]



Daniel Halden <daniel.halden@lacity.org>

Dolores Del Rio

Christine Peters <christine.peters@lacity.org>
To: Nyla Arslanian <nyla@discoverhollywood.com>
Cc: Dan Halden <daniel.halden@lacity.org>, Kerry Morrison <Kerry@hollywoodbid.org>

Sun, Mar 6, 2016 at 8:51 AM

Carlos from SPARC and I had a phone meeting Friday. This item came up. He'll be following up next week on a number of murals. Will let you know what next steps will be.

Cp

Sent from my iPhone

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[**<image001.jpg>**](#)

Dan Halden

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell

1722 Sunset Boulevard, Los Angeles, CA 90026

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Find the Councilmember on: [**<image002.jpg>**](#) [**<image002.jpg>**](#) [**<image002.jpg>**](#) [**<image002.jpg>**](#)

On Thu, Mar 3, 2016 at 4:32 PM, Nyla Arslanian <nyla@discoverhollywood.com> wrote:

Sorry. Forgot to attach image.

From: Nyla Arslanian [mailto:nyla@discoverhollywood.com]
Sent: Thursday, March 3, 2016 4:16 PM
To: 'Dan Halden' <daniel.halden@lacity.org>
Cc: 'Felicia Filer' <felicia.filer@lacity.org>; 'danielle.brazell@lacity.org'
<danielle.brazell@lacity.org>; 'kerry@hollywoodbid.org' <kerry@hollywoodbid.org>
Subject: Dolores Del Rio

Hi Dan,

I spoke to Cultural Affairs about Alfredo's mural and apparently the protective coating failed. The first tag couldn't be removed and then it was obliterated. This is a mural that has been in Hollywood for over 30 years and was restored once. It was done with funding from DCA through SPARC.

Now I'm also very concerned about Suriya's You Are The Star mural at Hollywood Blvd. and Wilcox. The coating should be tested. The BID has been overseeing graffiti removal which has been minimal over the years. What can we do to (1) restore Alfredo's mural and (2) make sure that Tom Suriya's mural is protected?

I'm copying both Felicia at DCA and Kerry Morrison.

Best regards,

Nyla

Nyla Arslanian, Editor

Discover Hollywood Magazine

(323)465-0533 Ext. 302

www.discoverhollywood.com

President Emeritus, Hollywood Arts Council